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Automotive News

December 8, 1986

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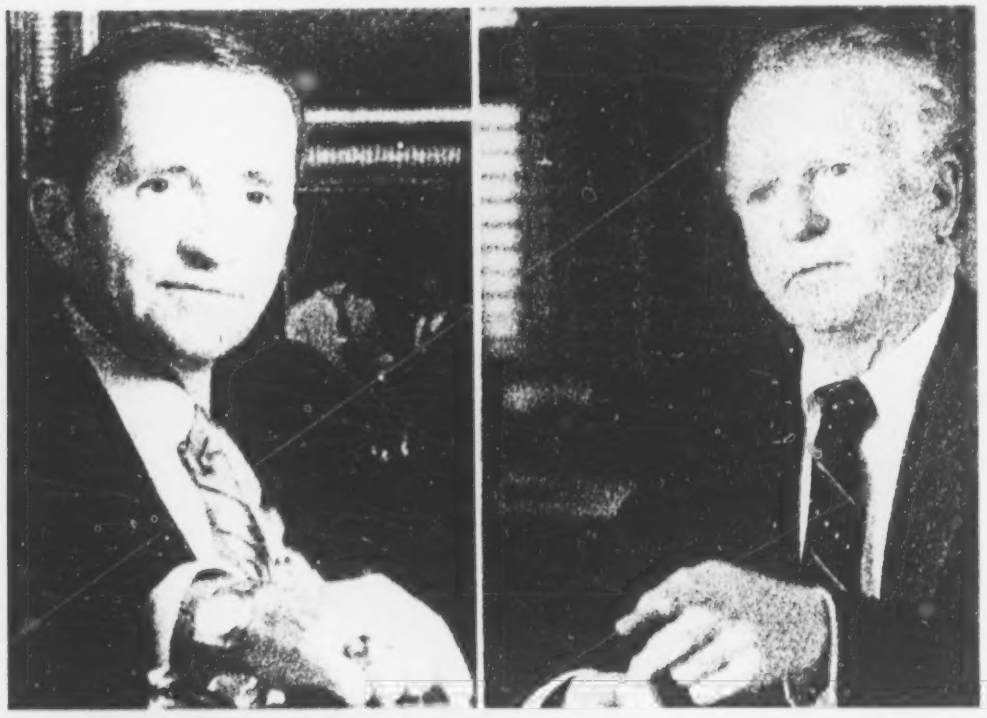


SHOWDOWN

Smith-Perot rift ends in $750 million buyout

By David Versical
AUTOMOTIVE NEWS STAFF REPORTER

It was what experts on corporate chemistry might have expected when two strong personalities find themselves heading in opposite directions in the same boardroom.

General Motors Chairman Roger B. Smith and H. Ross Perot, chairman of GM's Electronic Data System subsidiary and GM's single biggest shareholder, brought their two-year partnership to an end last week.

And to the thousands who looked on, the professed commitment to link the nation's No. 1 automaker with the technological expertise of a top computer service firm seemed to lose its luster because of two individuals not getting along.

Perot, who in recent months had become increasingly outspoken in his criticism of GM, agreed to step down from the GM board and relinquish his EDS chairmanship in exchange for $700 million — roughly twice the market value of his shares. And Perot got a similar deal for his closest long-time associates, bringing them another $50 million.

Those top EDS executives — Morton H. Meyerson, J. Thomas Walter Jr. and William K. Gayden — will divide the $50 million for leaving the company.

EDS's new chief executive is its current president, Lester Alberthal. In one analyst's view, Alberthal will use his quiet style to restore some sense of calm inside EDS and refocus attention on its business.

GM also announced that it was linking its high-technology defense and electronics units into a single business group. It will include EDS, Hughes Aircraft, Delco Electronics and GM's defense operations.

The group, which has not yet been named, will be headed by Donald Atwood, GM's executive vice president and a GM board member.

"We believe that this new operational alignment will be an important and logical step for GM as we continue to devote our energies and resources to

see PEROT, page 61

Layoffs extend to new plants amid GM woes

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

General Motors announced last week it will slash production at three of its newest plants and lay off 4,500 workers.

To GM workers and to the communities involved, the action seemed part of the ominous wave that analysts predicted would follow GM's recent plant-closing announcement.

Ironically, the recent layoffs involve the high-tech plants that produce GM's luxury cars — the same plants GM says are replacements for the doomed older facilities.

GM plans to lay off 1,000 employees at its Orion Township, Mich., plant beginning Jan. 5, cutting production 12 percent. The plant assembles Cadillac DeVille, Fleetwood sedan and Oldsmobile 98 Regency.

Another 1,000 workers will be laid off Jan. 5 at GM's Wentzville, Mo., plant, cutting production 12 percent. It assembles Buick Electra and Fark Avenue and Oldsmobile 98 and Delta 88 models.

The second shift at Detroit-Hamtramck will be shut down Feb. 2, affecting 2,500 workers and cutting production in half. The plant assembles the Oldsmobile Toronado, Buick Riviera and Cadillac Eldorado and Seville.

A GM spokesman said it was reasonable to assume that slowdowns at its assembly plants will eventually mean layoffs at its component operations.

UAW Vice President Donald F. Ephlin, head of the union's GM Department, said of the 4,500 layoffs that GM's "shocking announcement is further evidence of the deepening crisis facing GM and its employees."

He said he hoped that GM's top management and board of directors would "devote as much attention and concern" to the laid-off workers and their families as they did to the "internal management problem" involving H. Ross Perot.

Ephlin also said that — since GM's 1986 profits are expected to be lower than 1985's — the union anticipates little or no profit-sharing payout for this year. That is particularly galling to workers who gave up traditional fixed wage increases in 1984 in exchange for a profit-sharing program.

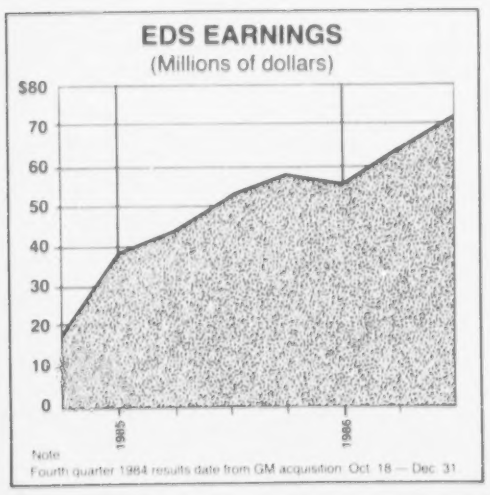
The new layoffs came on the heels of GM's domestic-car sales plunge in November of 13.1 percent from a year ago. They seem tied to GM's plans to close nine plants and parts of two others permanently over the next three years, eliminating 29,000 jobs.

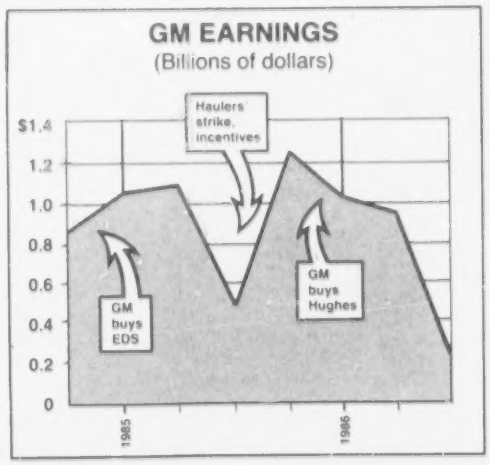
Doug Ross, Michigan Department of Commerce director, said the permanent closing of the older plants — though a blow to many communities — had been anticipated. He called the cutbacks at new plants "distressing."

But GM said the production cutbacks at its luxury-car plants are an alternative to expensive incentive programs. GM's 2.9 percent financing incentives last summer are blamed for part of its $338.5 million third-quarter operating loss.

Auto analyst Arvid Jouppi said GM's recent layoffs are not related to its planned plant closings.

see CUTBACKS, page 61





AUTOMOTIVE NEWS: CHARLOTTE WINTER

Bricklin named importer of Malaysia's Proton Saga

By John A. Russell
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — The man who introduced the Yugoslavian-built Yugo to the United States will do the same with Malaysia's Proton Saga.

Proton America Inc., a newly created subsidiary of Malcolm Bricklin's Bricklin Industries, was named the exclusive U.S. importer last week. A letter of intent was signed between Proton, Bricklin Industries and Proton America Dec. 3 in Kuala Lampur.

The new subsidiary is planning to import between 80,000 and 100,-

AUTOMOTIVE NEWS: ANDREW TANK

Malaysia's Proton Saga

000 units during the first year. William Prior, recently named president of Bricklin Industries,

see PROTON, page 62

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Hyundai sets 250,000 sales goal for 1987 — Page 2

Audi fights back against 'runaway' woes — Page 3

Sales are flat, but production drops — Pages 66-67

Audi fights bad publicity on runaway cars

By Dave Zoia
AUTOMOTIVE NEWS STAFF REPORTER

For the first time, Audi of America is going on the offensive to counter negative publicity surrounding its flagship model, the 5000-S.

Rocked by reports of unintended acceleration in the 5000-S, Audi has vowed to "do whatever it takes" to offset the bad press that has contributed to a 15 percent decline in U.S. sales during the past year.

Last week, the importer launched an aggressive national advertising campaign to dispel conclusions drawn by CBS News' "60 Minutes" in a scathing report on Audi and the 5000-S. The report was broadcast last month.

"We've started running ads and we've written a number of letters to dealers and owners attempting not only to counteract the ("60 Minutes") report, but really more to educate (consumers) as to the issue and assure them we are building safe cars," said John B. Damoose, newly named vice president in charge of Audi of America. "We plan to continue that as long as necessary.

"We've spent about $1 million," he told Automotive News last week. "But we will go substantially beyond that if that's what it takes to educate the world to the fact that we are stepping up to this problem."

The ads, which ran in The Wall Street Journal, USA Today and 100 newspapers in 33 major U.S. markets, claim that "60 Minutes" looked for an "easy answer" to the complex problem of unintended acceleration and made Audi appear the "villian."

The ads note that unintended acceleration is an industry crisis and that other makes of cars, including Nissan, Ford, Toyota, General Motors, Volvo, Honda, American Motors/Renault and Mercedes-Benz, have been investigated by NHTSA for the same problem.

The ads also cite Audi's automatic shift lock, which requires that the brake be engaged before the car can be shifted out of park, as proof the company is "looking for solutions" to the unintended-acceleration problem.

In a letter to "60 Minutes," Damoose said the program's contention that the shift lock mechanism may be ineffective was "tragic." It "may have convinced thousands of Audi owners not to have this safety device installed," Damoose wrote.

In another letter, Damoose urged Audi 5000 owners to have the shift lock installed. But so far, the mechanism has been put on only 36,000 of the 250,000 1978-86 automatic transmission-equipped Audi 5000s on U.S. roads.

Audi also has taken the campaign directly into dealer showrooms, providing potential customers with booklets explaining the company's position on unintended acceleration.

By the end of the month, the importer will unveil the "Audi Advantage," a new series of programs designed to provide more extensive "cradle to grave" service for Audi customers.

Audi's decision to face the sudden acceleration problem head-on in its advertising and letter campaign represents a departure from past policy and is the first visible effect of Damoose's input at the division. Damoose came to Audi just three weeks ago from Dodge, where he was general marketing manager.

"I took this job because I believe there is a real opportunity for this franchise in this country," Damoose said. "I'll tell you what, I wouldn't have taken it if I didn't think so."

The next step for Audi is to wait for the results of NHTSA's investigation, which company officials think will exonerate the 5000-S. The safety agency is expected to conclude its report within the next few weeks.

But Audi's big chance to rebuild will come next fall, when it introduces a replacement for the 4000 model, already achieving success in Europe as the Audi 80.

"That car will enhance our sales substantially," Damoose said. "We're certainly looking forward to a big introduction in this country."

Even before the 4000 replacement debuts, Audi will try to establish itself as a leader in automotive technology. The image development is critical to Audi's future, Damoose believes, because additional luxury car entries on the way to the United States from Japan will intensify competition in Audi's market sector.

When the smoke clears, Audi hopes to reemerge as a serious contender in the U.S. market for luxury/performance sedans. The firm predicts it could post annual sales volumes approaching 100,000 units within the next three to five years.

Automotive News/Arthur Flax

Joining hands are, from left: Akira Soejima; Yasuo Yamamoto; Robert D. Orr and John M. Mutz.

Indiana wins Fuji-Isuzu plant; workers to decide unionization

By Arthur Flax
AUTOMOTIVE NEWS STAFF REPORTER

LAFAYETTE, Ind. — Fuji Heavy Industries, maker of Subaru cars, and Isuzu Motors will build their $500 million assembly plant for cars and trucks on an 869-acre site in central Indiana, 66 miles north of Indianapolis.

The Lafayette plant, scheduled for completion in late 1989, is to produce 120,000 units annually, 60,000 by each company. Groundbreaking is scheduled for next spring. Eventual capacity is to be 240,000 units per year.

The plant is scheduled to initially produce 1990-model Subaru sedans and station wagons and Isuzu Trooper sport-utility vehicles and P'up pickup trucks.

John E. Reilly, senior vice president and general manager of American Isuzu Motor Co., said, "By 1990, there is a definite possibility we will be producing new models there."

State, local and federal funding will amount to $86 million, accord-

see FUJI-ISUZU, page 65

L-M trims Merkur dealer ranks

Division tries to strengthen franchise as it awaits Scorpio

By Dave Zoia
AUTOMOTIVE NEWS STAFF REPORTER

Lincoln-Mercury Division is cutting back on the number of Merkur retail outlets, just as it prepares to add two new vehicles to its line of high-performance luxury cars.

So far, more than 50 of the 700 original Merkur franchises in the United States have been called back, Thomas J. Wagner, L-M general manager, told Automotive News last week.

"We've gone out and talked to the dealers who sold none or one or two last year and told them we would buy back their sign, parts and cars," Wagner said. "And we will continue to press the people who aren't giving the franchise its due, to resign.

"Will we ever reach the BMW total?" Wagner asked rhetorically, referring to the German makes dealer organization of about 430. "No, we'll never get that low.

"But we'll keep watching them. And the fact that we're out there and the dealers know that we've asked some to resign clearly says that we're trying to strengthen the franchise."

The cutback is due in part to the Merkur's disappointing sales. When Merkur franchises first were doled out in 1985, projections called for sales of 20,000 XR4ti models annually.

Wagner: "We will continue to press the people who aren't giving the franchise its due, to resign."

But actual retail deliveries of the import from Ford of Europe failed to reach 9,000 units in 1985. Less than 13,000 were sold through the first 10 months of 1986.

With the addition of two new Scorpio models to the Merkur line in April, the division is trying to ensure that the disappointing launch of the XR4ti is not repeated.

Ford is convinced it has succeeded in tailoring the Scorpio to meet demands of the American market, after delaying the car's introduction several months for modifications.

Efforts are being made to shore up the retail end as well, with L-M pressuring dealers to designate one or two sales and service people who know the product to handle all Merkur customers. As it is, Merkur buyers often are more knowledgeable about the car than salespeople, Wagner said.

Scorpio will be offered in two models, one priced around $20,000 and the top-of-the-line targeted at about $25,000, putting it in competition with such imports as the Audi 5000 and the Volvo 7 series. Profit margin is expected to equal that of the Lincoln Town Car.

About 8,000 Scorpios will be sold in the United States in the first year, Wagner said.

Addition of the Scorpio and the Mexican-built Mercury Tracer means imports could account for about 20 percent of L-Mercury sales in the United States in five years, Wagner said.

The Mazda-designed Tracer will retail for about $8,000 when it debuts in the spring as a two-door and four-door hatchback. A station wagon will be added in the fall of 1987. Sales are forecast at 50,000 units for the first 12 months.

The Tracer is built at Ford's Hermosillo, Mexico, plant. Content is 30 percent Mexican, 60 percent Japanese and 10 percent American. Tracer also is being built in Taiwan for the Canadian market.

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61st year—No. 5157

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GM line of succession: Some too young, some too old

By John K. Teahen Jr.
AUTOMOTIVE NEWS STAFF REPORTER

Howard H. Kehrl will retire Dec. 31 as vice chairman of General Motors, and the people who watch the industry's personnel gyrations have a whole bagful of possibilities for GM to consider in picking the next occupant of that post.

Kehrl

GM said Kehrl will not be replaced, and that simply added to the speculation. The vacancy is likely to be only temporary, although it may not be filled until next summer.

GM President F. James McDonald will be 65 next Aug. 3 and will retire at the end of August. There are two — perhaps three — prime candidates for that job. The ones who miss out on the presidency may be offered the post of vice chairman.

The three are Donald J. Atwood, 62; Robert C. Stempel, 53; and Lloyd E. Reuss, 50. All are executive vice presidents.

By GM standards, Stempel and Reuss are rather young for the presidency. That makes Atwood a possibility, although he has no car division or overseas experience. Also, he could serve only two years. But those two years would bring Stempel and Reuss closer to the age that GM seems to prefer when electing a president.

So who will be vice chairman? If Stempel becomes president, Reuss might be named vice chairman. If Reuss is annointed, Stempel might get the runnerup job. If Atwood climbs to the top, there could be two vice chairmen.

Two vice chairmen would not be a trailblazing move. GM did it in 1974 when Richard L. Terrell and Oscar A. Lundin were picked — Terrell because he lost the presidency to Elliott M. Estes and Lundin as a fitting reward for a highly esteemed 63-year-old executive.

Kehrl is six months younger than McDonald. His early retirement gives GM a chance to fill both jobs at once.

see KEHRL, page 65

Correction

Two sentences were inadvertantly printed incorectly in the Delco strike settlement story on Page 54 of the Dec. 1 issue of Automotive News.

UAW official Len Wozny should have been quoted as saying the threat of a strike is now an even more important tool for the union than a strike itself.

Jake Smith, a UAW official at a Ford plant, added that a recent announcement that Ford is spending $171 million to boost production through automation at its Rawsonville and Ypsilanti, Mich., plants will result in a loss of about 200 jobs.

AUCTION DATES

American Motors

Dec. 9 — High Point Auto Auction, High Point, N.C.

Dec. 10 — Kansas City Auto Auction, Kansas City, Mo.

Dec. 11 — Corry Auto Auction, Corry, Pa., and Evansville Auto Auction, Evansville, Ind.

Dec. 12 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

Dec. 10 — Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; and Minneapolis Auto Auction, Plymouth, Minn.

Dec. 11 — Clanton's Auto Auction, Darlington, S.C.; Northway Exchange, Clifton Park, N.Y.; and Indianapolis Auto Auction, Indianapolis

Ford Motor Co.

Dec. 10 — Columbus Fair Auto Auction, Obetz, Ohio; Clanton's Auto Auction, Darlington, S.C.; Lakeland Auto Auction, Lakeland, Fla.; and Salt Lake Auto Auction, Salt Lake City

Dec. 11 — Aptco Auto Auction, Taylor, Mich.; Southwest Auto Auction, Phoenix, Ariz.; and 166 Auto Auction, Springfield, Mo.

General Motors

Dec. 9 — Denver Auto Auction, Englewood, Colo.; Florida Auto Auction of Orlando, Orlando, Fla.; South Seattle Auto Auction, Kent, Wash.; 166 Auto Auction, Springfield, Mo.; and Dallas Auto Auction, Dallas

Dec. 10 — Brasher's Southern California Auto Auction, Fontana, Calif., and Northstar Auto Auction, Skakopee, Minn.

Dec. 11 — Nashville Auto Auction, Nashville, Tenn.

Used Car Sales
Auction Averages

December to date	$5,138
Month ago	$5,194
Year ago	$4,568

Model Breakdown
Auction Averages

	DEC 1986	NOV 1986	OCT 1986
1986	$11,262	$11,299	$11,574
1985	$8,230	$8,286	$8,414
1984	$6,156	$6,186	$6,215
1983	$5,401	$5,420	$5,442
1982	$4,161	$4,190	$4,216
1981	$3,201	$3,244	$3,277
1980	$2,367	$2,387	$2,424
1979	$2,054	$2,069	$2,086
Overall Average	$5,138	$5,181	$5,196

Denver Auto Auction builds new quarters

AURORA, Colo. — Ground has been broken here for the new quarters of the Denver Auto Auction. The facility, scheduled to open in July 1987, is being built on a 50-acre site.

Denver Auto Auction has been at its present location for 35 years. Expansion plans were announced when the auction was purchased by General Electric Credit Corp. a year ago.

General Electric Credit has auto auction facilities in four cities: San Francisco; Seattle; Harrisonburg, Va.; and Denver. The company said it plans to expand to 20 auction locations within the next three years.

Fiat sales in Europe climb 20%

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Fiat Auto's passenger-car sales in Europe climbed nearly 20 percent during October, by far the largest year-to-year increase among European companies.

Through the first 10 months of this year, only Japanese automakers have recorded European sales gains bigger than Fiat's 11.3 percent improvement over 1985, according to industry estimates compiled by Automotive News.

If Alfa Romeo, Fiat's new acquisition, were included, Fiat Auto's 10-month sales were within half a percentage point of Volkswagen Group, the market leader.

New-car sales in Europe totaled 9,996,000 for the first 10 months, up 8.5 percent over the same period last year. The market is expected to finish at 11.4-11.5 million units, surpassing the record 10.6 million cars sold in 1985.

VW Group clung to its sales lead in October, followed by Fiat Auto and Ford. Peugeot S.A. moved into fourth place ahead of General Motors.

Renault was sixth, and Mercedes-Benz edged ahead of Austin Rover for seventh place.

While the industry was up 7.5 percent in October compared with the year-ago month, Fiat Auto's sales increased 19.6 percent. The Italian company's European sales totalled 130,900, up from 109,500 in October 1985.

Fiat's 10-month market share was at 12.6 percent. With Alfa Romeo included, Fiat's share was 14.1 percent, compared to 14.5 percent for Volkswagen, Audi and Seat under the VW Group umbrella.

Fiat improved its position in two key markets during October — climbing 36.4 percent in France and 26.4 percent in West Germany. It did well in the Italian home market, where sales were 16 percent ahead of October 1985, and it gained strength in several smaller markets, including Spain, the Netherlands, Belgium-Luxembourg, Portugal and Ireland.

While Fiat surged in October, Japanese makers also continued to gain strength, increasing combined sales 16.7 percent during the month. Together, the Japanese held 12 percent of Europe's 10-month new-car market, up from 10.8 percent at the same time last year.

Nissan led the way in October, improving sales by 27.3 percent to 33,000. For the year, Nissan was up 14.4 percent with volume of 307,300. Toyota sales rose 16.8 percent in October to 28,700, and Toyota up 25.1 percent for the year with 297,000.

Volkswagen-Audi-Seat sales increased 3.4 percent in October. For the year, the group was 9.7 percent ahead of its 1985 pace with total volume of 1,440,000.

Third-place Ford increased sales 6.3 percent in October. Through the first 10 months, it sold 1,170,100 cars, a gain of 6.8 percent.

PSA edged past GM into fourth place during the month. The French group sold 1,116,700 cars in the first 10 months, compared to GM's 1,110,800. PSA was up 7.8 percent for the year, and GM was up 5.4 percent.

Renault remains in sixth and last place among volume producers, with sales of 1,012,300, up 4.2 percent over 1985.

Mercedes-Benz grabbed seventh place from Austin Rover in October. While the British firm's sales were plunging 13.9 percent during the month, Mercedes' were up 9.4 percent.

For the year, Mercedes' sales stood at 373,700, up 8.8 percent. Austin Rover, at 363,000, was down 3 percent for the year.

EUROPEAN SALES

Manufacturer	10 mos., 1986	1986 share*	10 mos. 1985	Volume Change 1986 vs. 1985
VW-Audi-Seat	1,440,000	14.5	1,312,100	+ 9.7
Fiat Auto	1,256,300	12.6	1,128,300	+11.3
Japanese (all)	1,198,700	12.0	992,500	+20.8
Nissan	307,300	3.1	268,600	+14.4
Toyota	297,000	3.0	237,400	+25.1
Mazda	210,600	2.1	176,300	+19.4
Mitsubishi	122,200	1.2	102,700	+19.0
Ford	1,170,100	11.7	1,095,300	+ 6.8
PSA**	1,116,700	11.2	1,035,900	+ 7.8
General Motors***	1,110,700	11.2	1,054,200	+ 5.4
Renault	1,012,300	10.2	972,000	+ 4.2
Mercedes	373,700	3.8	343,300	+ 8.8
Austin Rover	363,000	3.6	374,300	- 3.0
BMW	257,600	2.6	252,900	+ 1.8
Volvo	226,500	2.3	215,800	+ 5.0
Alfa Romeo	150,400	1.5	140,100	+ 7.4
Others	284,000	2.9	260,100	+ 9.2
Total	9,960,000	100.0	9,176,800	+ 8.5

*—Total does not add to 100 percent because of rounding
**—Peugeot, Citroen, Talbot
***—Opel, Vauxhall, Isuzu, GM-U.S./Canada

AUCTION DIRECTORY

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
Dec. 16— Chrysler Corp. Factory Sale. 11 AM. Plus Import Sale at noon.
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Nissans, Subarus, Toyotas, BMW's, Volvos
1. 48 State ICC Auto Transport Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service
1-800-624-2021

SALES

DOMESTIC CAR SALES

	Nov. 21. to Nov. 30, 1986	Same Period, 1985	Nov. 1986	Same Month, 1985	Jan. 1 to Nov. 30, 1986	Same Period, 1985
Alliance	0	0	3,225	5,379	45,251	66,931
Encore	0	0	0	1,402	16,241	37,230
Total Renault	0	0	3,225	6,781	61,492	104,161
Eagle	0	0	635	966	7,013	11,701
Total AMC	0	0	635	966	7,013	11,701
AMERICAN MOTORS	1,620	3,147	3,860	7,747	68,505	115,862
Horizon	2,512	1,622	8,087	4,606	102,199	79,509
Sundance	1,465	0	4,743	0	14,250	0
Turismo	389	968	1,242	2,621	43,261	49,847
Reliant	3,340	3,022	7,688	8,047	117,316	127,879
Caravelle	834	1,037	2,455	2,808	35,873	33,516
Plymouth	338	216	1,016	651	16,074	16,987
Total Plymouth	8,878	6,865	25,231	18,733	328,973	307,838
Laser	219	747	653	2,041	26,935	48,418
LeBaron K	1,139	2,069	3,773	5,427	88,887	81,881
LeBaron GTS	867	2,576	2,706	6,708	63,113	65,645
Fifth Avenue	1,711	1,502	5,500	5,172	100,326	103,166
E-Class	0	0	0	0	2,688	0
New Yorker	977	1,658	3,140	4,675	50,623	52,693
Total Chrysler	4,913	8,552	15,780	24,023	332,580	352,003
Omni	2,045	1,356	7,011	3,864	89,773	66,787
Shadow	1,670	0	5,567	0	14,276	0
Charger	462	1,067	1,473	2,808	48,256	53,907
Daytona	173	860	568	2,357	34,826	46,336
Aries	3,154	2,366	9,204	6,815	95,933	107,485
Lancer	520	1,606	1,909	4,194	45,594	46,398
Diplomat	487	468	1,881	1,815	32,794	33,454
Dodge 600	781	1,139	3,197	3,850	58,600	51,706
Total Dodge	9,289	8,862	30,819	25,703	420,052	406,075
CHRYSLER MOTORS	23,080	24,279	71,830	68,459	1,081,605	1,065,916
EXP	0	32	0	76	0	17,531
Escort	9,783	10,882	26,404	31,688	366,026	383,038
Mustang	2,649	4,472	7,325	11,513	156,004	147,219
Tempo	5,773	6,425	17,239	16,809	240,475	263,334
Taurus	9,517	0	29,782	0	220,520	0
Thunderbird	2,436	3,376	7,357	8,050	129,992	146,813
LTD	0	2,511	0	7,161	23,587	177,489
Crown Victoria	3,481	2,875	10,604	8,398	120,675	153,398
Total Ford Division	33,639	30,573	98,711	83,695	1,257,279	1,288,822
Lynx	1,288	2,111	3,467	5,575	60,345	78,803
Topaz	1,556	1,105	5,377	3,870	61,416	68,970
Sable	2,887	0	9,303	0	87,318	0
Cougar XR-7	653	2,118	1,765	5,940	106,962	105,249
Capri	65	249	234	827	11,512	14,493
Marquis	0	959	0	3,179	10,180	84,781
Grand Marquis	3,259	2,411	10,125	7,027	108,879	126,993
Total Mercury	9,706	8,953	30,271	26,418	446,612	485,109
Continental	593	540	1,932	1,741	18,174	25,672
Lincoln	3,904	3,345	12,067	9,108	115,908	107,141
Mark VII	758	446	2,444	1,379	20,650	18,299
Total Lincoln	5,255	4,331	16,443	12,228	154,732	151,112
Total L-M Division	14,963	13,284	46,714	38,646	601,344	636,221
FORD MOTOR COMPANY	48,602	43,857	145,425	122,341	1,858,623	1,925,043
Skyhawk	876	1,732	3,134	4,899	68,260	78,995
Skylark	0	525	0	752	2,522	54,362
Somerset Regal	1,356	1,960	4,041	6,326	105,454	88,275
Century	3,748	4,969	11,509	14,657	223,826	217,818
Regal	1,016	1,712	2,849	5,718	74,015	106,976
LeSabre	3,360	1,502	10,702	4,149	117,658	110,980
Electra	2,402	2,712	6,686	7,787	101,030	89,788
Riviera	721	703	1,654	2,518	21,511	47,047
Total Buick	13,479	15,815	40,575	46,806	714,276	794,241
Cimarron	361	511	1,095	1,293	21,904	21,398
Seville	906	607	2,151	1,911	19,214	27,422
Cadillac	5,067	5,174	15,675	12,930	215,265	169,525
Eldorado	488	940	1,417	3,281	22,483	55,949
Total Cadillac	6,822	7,232	20,338	19,415	278,866	274,294
Chevette	2,538	2,932	7,381	7,754	65,904	122,604
Nova	1,376	2,018	5,046	5,873	164,367	27,801
Cavalier	4,513	9,413	16,988	25,863	333,876	391,847
Citation	0	130	0	399	1,033	43,284
Camaro	1,864	3,717	6,941	11,741	155,069	189,650
Celebrity	6,623	8,878	27,803	26,994	372,694	338,623
Corsica/Beretta	246	0	3,091	0	5,628	0
Monte Carlo	1,699	2,802	5,477	8,563	104,595	105,399
Chevrolet	4,011	5,779	14,448	16,842	208,481	227,807
Corvette	638	1,000	1,983	2,970	30,689	34,795
Total Chevrolet	23,608	36,669	89,135	106,999	1,442,336	1,481,810
Firenza	500	1,037	1,495	3,116	32,613	45,886
Calais	2,103	2,844	6,659	8,097	108,753	116,883
Cutlass Ciera	4,977	7,367	18,292	21,829	306,751	313,185
Cutlass Supreme	2,565	4,002	8,709	12,020	182,465	205,663
Olds 88	3,967	3,291	13,437	9,495	245,552	178,711
Olds 98	1,949	4,556	6,510	9,985	101,403	112,798
Toronado	302	424	1,451	1,627	15,733	31,019
Total Oldsmobile	16,383	23,521	56,553	66,169	993,270	1,004,145
Fiero	877	1,411	2,897	4,377	64,306	86,281
1000	276	479	836	1,393	17,258	21,010
Sunbird	1,548	2,441	4,702	6,647	97,885	108,205
Phoenix	0	0	0	0	0	896
Firebird	1,377	2,431	4,638	6,457	87,767	94,864
Grand Am	4,711	5,382	15,787	13,305	185,318	109,537
6000	2,986	4,623	11,452	12,126	184,783	153,562
Bonn./Gr. Prix	532	988	1,882	2,677	39,400	49,566
Grand Prix	0	1,131	0	2,669	35,650	54,167
Parisienne/Bonn.	1,882	1,923	6,718	4,844	65,780	64,167
Total Pontiac	14,189	20,809	48,912	54,495	778,147	742,236
GENERAL MOTORS	74,481	104,046	255,516	293,884	4,206,895	4,296,796
VOLKSWAGEN	2,450	2,695	4,908	6,120	66,354	71,701
HONDA	15,674	4,055	30,308	11,240	210,316	137,180
NISSAN	2,428	2,427	6,954	6,011	44,185	34,041
DOMESTIC TOTAL	188,335	184,506	518,799	515,802	7,538,483	7,646,539
IMPORT TOTAL			263,822	247,502	2,921,621	2,582,821
INDUSTRY TOTAL			782,621	763,304	10,460,104	10,229,360

Deliveries up 2.5% for November

Imports set record; domestics barely exceed 1985 total

By Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTER

Combined domestic and import new-car sales in the United States in November totaled 782,621, a 2.5 percent increase over the 763,304 units sold in November 1985.

That marginal increase came despite one less selling day in November this year. Last month, the industry sold an average of 32,609 new cars on each of the 24 selling days, a 6.8 percent increase over the November 1985 daily selling rate of 30,532.

The increase also came despite a lack of industrywide incentives. Only a smattering of models were covered by incentives, and those programs started at the beginning of the final selling period of the month.

There was a definite, measurable shift in segmentation from October.

The subcompact and standard-size segments increased last month at the expense of compact, intermediate and luxury models.

The industry's gain was largely the result of a record November total of 263,822 new-car deliveries by the imports. The total was 6.6 percent above the old record of 247,502 sold in November 1985.

Where the market was November, 1986

	Total Sales	Pct. of Total
SUBCOMPACT	120,777	15.43%
COMPACT	90,448	11.56%
INTERMEDIATE	179,165	22.89%
STANDARD	68,939	8.81%
LUXURY	59,470	7.60%
IMPORT	263,822	33.71%
TOTAL	782,621	100.00%

Domestic new-car sales for November totalled 518,799, up just 0.6 percent from the 515,802 units delivered the same month last year.

The month ended on a low point for the domestic makes. Their sales total in the final 10 days of November fell 8.8 percent to 168,335 from 184,506 in the Nov. 21-30 period last year.

The year-to-year decline was led by General Motors. GM sales in the final 10 days were off 28.4 percent, which put its monthly total down 13.1 percent. GM's 11-month new-car sales total fell 2.1 percent below the comparable 1985 year-to-date tally.

Every GM car division reported a year-to-year sales decline in the final selling period of the month, although Cadillac was up marginally for the entire month.

Particularly hard hit were the Cadillac Eldorado-Buick Riviera-Oldsmobile Toronado and Olds 98-Buick Electra models. Lagging sales of those models prompted the announcement last week of layoffs at the plants which produce those cars.

Among the other domestic makes, only American Motors, off 50.2 percent, and Volkswagen down 19.8 percent, reported year-to-year sales declines in November.

Honda reported that sales of its U.S.-built models rose 169.6 percent in November.

Ford Motor Co. sales were up 18.9 percent, although sales of Ford Escort and Mercury Lynx, the subjects of an annual percentage rate finance incentive that began Nov. 20, remained below year-ago levels in both the final period of the month and for all of November.

Chrysler Motors sales were up 4.9 percent for the month and retail deliveries of Nissan's domestically produced models rose 15.7 percent.

Although the imported makes posted a record sales total for the month, the new benchmark was largely the result of new entries.

The November 1986 sales total was bolstered by the addition of Acura and Hyundai models that were not sold in the United States last November.

Also, Yugo was still in the start-up stage of its U.S. sales operation at this time last year.

Still, the imports' record showing boosted their market penetration to 33.7 percent for the month, compared to 32.4 percent last November.

For the first 11 months of 1986, the import penetration was 27.9 percent, compared with 25.2 percent in the 1985 11-month period.

The imports also had a mixed bag of monthly winners and losers. Makes with year-to-year sales declines included Audi, Chevrolet Spectrum, Chevrolet Sprint, Dodge Colt, Maserati Biturbo, Mazda, Merkur, Nissan, Plymouth Colt, Porsche, Renault, Subaru and Volkswagen.

Sales of imported Honda models also declined during the month, but the company said that with the inclusion of Acura sales and the retail deliveries of U.S.-built models, American Honda had a record month.

U.S. CAR SALES BY MARKETING UNITS

	Nov., 1986	Nov., 1985	11 Mos., 1986	11 Mos., 1985
Chevrolet	97,871	118,586	1,591,281	1,557,247
Ford	98,711	83,695	1,257,279	1,288,822
Oldsmobile	56,553	66,169	993,270	1,004,156
Toyota	62,662	49,187	565,549	536,302
Pontiac	48,912	54,495	778,147	742,295
Buick	40,575	46,806	714,276	794,241
American Honda	74,907	48,805	618,998	502,727
Nissan	39,140	49,701	498,992	530,143
Dodge	35,276	32,078	482,887	453,716
Mercury	30,861	27,233	460,169	493,195
Plymouth	29,473	24,566	387,513	351,904
Chrysler	16,435	24,023	334,149	352,003
VWoA	17,209	22,728	255,835	269,652
Hyundai	15,925	—	146,470	—
Cadillac	20,338	19,415	278,866	274,294
Mazda	18,134	22,802	194,417	185,625
Subaru	12,120	15,526	167,774	161,929
Lincoln	16,443	12,228	154,732	151,112
Volvo	7,873	7,800	111,127	99,946
BMW	7,035	6,380	86,287	80,181
Mercedes	8,390	7,311	85,622	76,784
AMC-Renault	3,958	8,233	72,269	122,672
Saab	3,742	3,388	43,737	34,831
Mitsubishi	4,304	4,018	43,998	46,133
Yugo	4,023	920	31,659	3,895
Porsche	2,168	2,542	26,924	22,822
Jaguar	1,829	1,530	21,707	17,414
Isuzu	5,260	1,913	34,248	25,035
Peugeot	1,562	827	13,176	14,666
Alfa Romeo	872	319	7,627	4,320
Maserati	60	80	1,119	1,298
TOTAL	782,621	763,304	10,460,104	10,229,360

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics and Acura. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi. Nissan includes Sentras built in the U.S. Mercury includes Merkur.

IMPORTED CAR SALES

	Nov., 1986	Nov., 1985	11 Mos., 1986	11 Mos., 1985
Acura	7,152	—	43,589	—
Alfa Romeo	872	319	7,627	4,320
Audi	3,596	6,099	56,009	67,718
BMW	7,035	6,380	86,287	80,181
Chevrolet Spectrum	5,748	5,981	91,446	49,419
Chevrolet Sprint	2,985	5,606	57,499	26,018
Chrysler Conquest	655	—	1,569	—
Dodge Colt	2,850	4,835	44,206	34,543
Dodge Conquest/Vista	1,607	1,540	18,629	13,098
Honda	37,447	37,565	365,093	365,547
Hyundai	15,925	—	146,470	—
Isuzu	5,260	1,913	34,248	25,035
Jaguar	1,829	1,530	21,707	17,414
Maserati Biturbo	60	80	1,119	1,298
Mazda	18,134	22,802	194,417	185,625
Mercedes-Benz	8,390	7,311	85,622	76,784
Merkur	590	815	13,557	8,086
Mitsubishi	4,304	4,018	43,998	46,133
Nissan	32,186	43,690	454,807	496,102
Peugeot	1,562	827	13,176	14,666
Plymouth Colt	2,733	4,331	41,213	31,374
Plymouth Conquest/Vista	1,509	1,502	17,327	12,692
Porsche	2,168	2,542	26,924	22,822
Renault	96	486	3,764	6,810
Saab	3,742	3,388	43,737	34,831
Subaru	12,120	15,526	167,774	161,929
Toyota	62,662	49,187	565,549	566,302
Volkswagen	8,707	10,509	131,472	130,233
Volvo	7,873	7,800	111,127	99,946
Yugo	4,023	920	31,659	3,895
TOTAL	263,822	247,502	2,921,621	2,582,821

Gifts for the car that has everything

LOS ANGELES — Car accessories from somewhere beyond the ordinary are featured in the Beverly Hills Motoring Accessories Holiday Gift Book.

For the car that you thought had everything, how about a silk cover with embroidered monogram or logo for $800? There is also a set of mink floor mats for $7,000 and a solid gold license plate frame for $20,000. And the ultimate: driving lessons from 1985 Indy 500 winner Danny Sullivan for $30,000.

PRODUCTION

U.S. CAR	Week Ended Dec. 6, 1986	Week Ended Dec. 7, 1985	Week Ended Nov. 29, 1986	Nov. Total	Jan. 1 to Dec. 7, 1985	Jan. 1 to Dec. 6, 1986
AMERICAN MOTORS	0	0	0	3,002	103,450	46,844
Renault Total	0	0	0	3,002	103,450	46,844
Alliance	0	0	0	3,002	68,107	43,497
Encore	0	0	0	0	35,343	3,347
CHRYSLER MOTORS	23,800	33,675	13,516	94,661	1,186,911	1,223,815
Plymouth Total	9,600	9,316	5,563	35,953	345,208	395,227
Horizon	3,700	3,798	1,892	12,747	133,215	161,386
Sundance	1,900	0	1,169	7,668	0	30,547
Reliant	3,400	3,844	1,985	11,021	151,963	143,955
Caravelle	600	1,307	517	3,533	45,663	41,753
Gran Fury	0	367	0	986	14,367	17,586
Chrysler Total	3,700	11,882	2,369	19,800	384,191	352,543
Laser	0	1,141	0	0	48,821	26,978
LeBaron	1,700	3,111	959	4,971	88,455	80,309
LeBaron GTS	800	2,615	541	3,783	92,917	59,627
New Yorker/E-Class	1,200	1,642	869	5,486	60,500	68,230
Fifth Avenue	0	3,373	0	5,560	96,498	117,399
Dodge Total	10,500	12,477	5,584	38,908	453,512	476,045
Daytona	600	1,221	227	543	44,474	31,420
Omni	3,500	3,388	1,799	12,298	128,017	153,642
Shadow	1,800	0	1,102	7,981	0	29,564
Aries	3,000	3,510	1,455	10,530	126,570	118,999
Dodge 600	1,000	1,744	582	3,694	62,203	60,953
Lancer	600	1,866	419	2,847	63,854	45,384
Diplomat	0	748	0	1,015	29,394	36,083
FORD MOTOR	40,600	35,987	22,094	139,002	1,540,308	1,641,671
Ford Division	28,330	23,468	15,403	100,365	1,033,137	1,136,739
Escort	7,134	8,812	3,328	29,728	323,088	354,153
EXP	0	0	0	0	3,838	0
Mustang	4,452	4,502	2,261	12,830	174,004	167,230
Tempo	4,879	4,886	2,325	14,967	177,056	184,376
LTD	0	0	0	0	180,724	0
Taurus	9,528	2,125	5,450	30,846	8,401	305,827
Thunderbird	2,337	3,143	2,039	11,994	158,904	125,153
Crown Victoria	0	0	0	0	7,122	0
L-M Division	12,270	12,519	6,691	38,637	507,171	504,932
Mercury Total	7,549	8,869	4,257	22,778	354,350	334,086
Lynx	1,244	2,066	576	4,643	69,154	56,747
Capri	0	825	0	0	18,554	12,344
Topaz	1,378	1,335	663	4,306	51,439	54,610
Cougar	2,075	3,943	1,183	3,920	123,517	92,998
Marquis	0	0	0	0	83,481	0
Sable	2,852	700	1,835	9,909	3,472	117,387
Grand Marquis	0	0	0	0	4,733	0
Lincoln Total	4,721	3,650	2,434	15,859	152,821	170,846
Continental	474	509	241	1,574	23,842	18,408
Lincoln	3,541	2,737	1,826	11,896	112,097	128,139
Mark VII	706	404	367	2,389	16,882	24,299
GENERAL MOTORS	81,058	110,197	32,008	291,657	4,554,563	3,861,084
Buick Total	14,695	21,552	5,935	59,886	947,115	722,187
Skyhawk	0	3,760	0	5,514	104,531	76,713
Century	5,645	7,370	3,446	20,882	279,360	215,863
Regal	1,635	3,092	0	3,688	127,820	55,691
Skylark (X-car)	0	0	0	0	40,953	0
Somerset/Skylark	2,372	1,541	1,537	9,223	112,204	104,551
LeSabre (fwd)	2,348	1,206	952	11,645	8,035	145,694
LeSabre/Electra (rwd)	360	230	0	926	95,586	14,147
Electra(fwd)	1,801	4,010	0	6,095	131,373	85,578
Riviera	534	343	0	1,915	47,253	23,950
Cadillac Total	7,105	6,819	2,427	22,180	308,120	296,838
Cimarron	300	648	51	2,009	25,101	22,075
Cadillac (rwd)	1,560	1,126	0	3,183	38,032	71,548
DeVille (fwd)	4,315	4,450	2,376	13,442	164,490	159,491
Eldorado	357	366	0	2,117	52,474	22,982
Seville	573	229	0	1,429	28,023	20,742
Chevrolet Total	27,183	36,580	10,175	97,861	1,531,136	1,225,348
Chevette	2,745	3,237	1,719	9,733	146,652	99,155
Camaro	0	4,879	2,640	11,837	200,810	162,401
Cavalier	3,180	11,125	1,150	28,183	462,493	366,967
Celebrity	9,928	5,822	3,514	21,193	249,742	247,019
Citation	0	0	0	0	28,699	0
Corsica/Beretta	2,735	0	308	4,050	0	10,901
Monte Carlo	2,665	2,825	844	14,594	130,241	104,719
Chevrolet	5,290	7,698	0	6,658	266,904	207,755
Corvette	640	994	0	1,613	43,464	26,411
Oldsmobile Total	16,684	26,309	5,747	51,955	1,101,284	876,039
Firenza	0	1,507	0	2,465	58,639	35,800
Calais	2,480	3,587	1,429	8,774	140,535	111,516
Cutlass Ciera	4,565	9,025	2,817	16,262	333,272	223,607
Cutlass Supreme	1,890	4,506	626	5,247	221,469	104,138
88 (fwd)	4,607	3,138	0	8,464	16,247	259,187
88 (rwd)	360	773	0	1,102	167,137	17,743
Olds 98	2,401	3,524	875	8,283	135,376	106,857
Toronado	381	249	0	1,358	28,609	17,191
Pontiac Total	15,391	18,937	7,724	59,773	666,908	740,672
Acadian**	0	377	233	955	16,042	15,105
Fiero	1,760	2,407	937	4,500	107,514	64,344
1000	575	1,048	307	1,377	33,555	19,693
Firebird	855	2,580	1,314	7,776	107,063	99,868
2000 Sunbird	811	2,989	494	7,827	134,241	123,252
Grand Am	4,800	4,747	2,820	17,229	131,539	214,591
6000	2,820	2,142	1,619	9,622	53,531	125,502
Bonneville	3,400	0	0	9,415	0	29,284
Safari/Parisienne	370	2,647	0	1,072	83,423	49,033
HONDA	5,390	3,238	3,969	25,626	135,732	217,005
Civic	930	0	1,015	6,173	0	16,117
Accord	4,460	3,238	2,954	19,453	135,732	200,888
NISSAN	2,920	2,257	1,744	11,090	38,791	56,087
NUMMI	4,200	1,900	2,389	17,215	54,339	183,869
Corolla	1,100	0	646	4,166	0	7,782
Nova	3,100	1,900	1,743	13,049	54,339	176,087
VOLKSWAGEN	0	1,814	1,016	7,000	90,030	77,498
Golf/GTI	0	1,814	866	6,100	90,030	77,098
Jetta	0	0	150	900	0	400
Total Cars, U.S.	157,968	189,068	76,736	589,253	7,704,124	7,307,873
Total Cars, Canada	24,047	25,847	21,831	96,366	1,034,567	996,930
N. American Cars	182,015	214,915	98,567	685,619	8,738,691	8,304,803
N. American Trucks	84,583	99,987	45,919	303,126	4,061,471	4,037,947
North American Cars and Trucks	266,598	314,902	144,486	988,745	12,800,162	12,342,750

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

November output at 4-year low

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

November's domestic auto production took a beating. The total was the lowest for the month in four years.

The Thanksgiving holiday, inventory adjustment and a strike reduced the month's output to 589,253, the lowest for November since the 404,542 completed in 1982.

Last month's total was 19.67 percent below October's 733,499 and 11.80 percent below the year-ago month's 668,083.

Automakers' targeted production of 157,968 units last week, more than double the previous week's 76,736, which reflected the Delco Electronics Corp. strike and the Thanksgiving holiday.

The week's build was 16.45 percent below the year-ago week's 189,068.

So far this year, 7,307,873 cars have been assembled, 5.14 percent below last year's 7,704,124.

Last week's scheduled output was split as follows: General Motors, 51.31 percent; Ford Motor Co., 25.70 percent; Chrysler Motors, 15.07 percent; Honda of America Manufacturing Inc., 3.41 percent; New United Motor Manufacturing Inc., 2.66 percent; and Nissan Motor Manufacturing Co., 1.85 percent.

Volkswagen of America's plant in Westmoreland, Pa., was idle last week because of parts shortages. The plant is scheduled to resume production today (Dec. 8).

American Motors' Kenosha, Wis., plant was idle last week for inventory adjustment. The plant resumed output today.

The last of the GM car assembly plants shut down by the Delco Electronics strike resumed output today. They are: Van Nuys, Calif.; Leeds, Mo.; and Norwood, Ohio.

GM closed its Arlington, Texas, plant today until Feb. 2 for installation of paint equipment. The shutdown affects 1,630 workers.

Saturday (Dec. 6) overtime was slated at GM's plant in Lake Orion, Mich.

Ford scheduled Saturday overtime at its Kansas City, Mo.; Wixom, Mich.; and Dearborn, Mich., plants.

Truck production slips for month

U.S. truck production during November totaled 254,380, the lowest for that month since 1983 when 235,497 units were built.

Last month's output was 20.27 percent below October's 319,066 and 12.72 percent below the year-ago month's 291,446.

Scheduled truck production of 70,444 units last week was more than double the previous week's 32,582 but was 12.74 percent below the year-ago week's 80,731.

The prior week's build reflected the Thanksgiving holiday and the Delco Electronics Corp. strike. The strike trimmed General Motors' output.

Year-to-date, 3,300,319 trucks have been assembled, 1.43 percent more than the 3,253,785 completed last year at this time.

GM slated Saturday (Dec. 6) at the following plants: St. Louis; Pontiac, Mich.; and Flint, Mich. (No. 1).

Saturday overtime was scheduled at Ford Motor Co.'s Kansas City, Mo.; Lorain, Ohio; and Louisville, Ky., plants.

Canadian truck build tumbles

Canadian truck production of 48,746 in November was the lowest for any month since July 1984 when 42,625 units were built.

Last month's output was also the lowest for November since 1982 when 26,018 trucks were assembled.

The November build was 7.57 percent below October's 52,739 and 39.25 percent below the year-ago month's 80,245.

Last week's targeted truck output totaled 14,139, 6.01 percent more than the previous week's 13,337 but 26.57 percent below the year-ago week's 19,256.

Year-to-date, 737,628 trucks have been built, 8.67 percent below the 807,686 completed last year at this time.

Automakers assembled 96,366 cars in November, 10.53 percent below October's 107,705 and 7.47 percent below the year-ago month's 104,148.

Scheduled auto production last week totaled 24,047, 10.15 percent more than the previous week's 21,831 and 6.96 percent less than the year-ago week's 25,847.

So far this year, 996,930 cars have been assembled, 3.64 percent below the 1,034,567 completed last year at this point.

CANADIAN CAR	Week Ended Dec. 6, 1986	Week Ended Dec. 7, 1985	Week Ended Nov. 29, 1986	Nov. Total	Jan. 1 to Dec. 7, 1985	Jan. 1 to Dec. 6, 1986
AMERICAN MOTORS	145	0	148	554	10,493	4,260
FORD MOTOR	11,469	11,233	11,400	45,195	469,245	493,919
GENERAL MOTORS	12,208	14,389	10,058	49,762	545,429	489,331
VOLVO	225	225	225	855	9,400	9,420
Total Cars Canada	24,047	25,847	21,831	96,366	1,034,567	996,930

U.S. TRUCK☆	Week Ended Dec. 6, 1986	Week Ended Dec. 7, 1985	Week Ended Nov. 29, 1986	Nov. Total	Jan. 1 to Dec. 7, 1985	Jan. 1 to Dec. 6, 1986
CHEVROLET	17,373	26,046	4,753	72,983	1,102,688	1,076,933
DODGE	5,700	5,600	3,006	21,022	200,372	136,535
FORD	32,158	29,437	17,071	96,318	1,134,091	1,293,138
GMC	5,211	7,287	1,715	26,554	335,567	335,254
NAVISTAR	1,622	1,488	972	5,770	69,500	67,910
JEEP	4,300	5,915	2,610	16,757	217,623	178,303
NISSAN	1,730	2,908	1,045	6,516	102,611	102,620
AM GENERAL*	50	50	30	180	2,380	2,354
MISCELLANEOUS*	2,300	2,000	1,380	8,280	88,953	107,272
Total Trucks, U.S.	70,444	80,731	32,582	254,380	3,253,785	3,300,319

CANADIAN TRUCK	Week Ended Dec. 6, 1986	Week Ended Dec. 7, 1985	Week Ended Nov. 29, 1986	Nov. Total	Jan. 1 to Dec. 7, 1985	Jan. 1 to Dec. 6, 1986
AMERICAN MOTORS	640	0	640	2,420	0	26,820
CHRYSLER	8,964	9,312	9,102	34,986	372,852	377,585
FORD	3,040	3,624	2,488	6,918	153,765	138,599
GENERAL MOTORS	1,296	6,117	908	3,630	270,569	185,758
NAVISTAR	199	203	199	792	10,500	8,866
Total Trucks, Canada	14,139	19,256	13,337	48,746	807,686	737,628
N. American Trucks	84,583	99,987	45,919	303,126	4,061,471	4,037,947

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Import surge seen for '87 inside Japan

TOKYO — Yanase and Co., Japan's leading automobile importer, has raised its imported-car sales target 31.3 percent for its 1987 fiscal year. The goal is 42,000 units, compared with 31,991 sold in the previous business year ended in September.

In a separate but related development, Daimler-Benz, of West Germany, said it will expand its Japanese Mercedes-Benz product line in an effort to capture a greater share of the domestic market.

Yanase said it based its ambitious sales goal on the belief that the environment for the import-car market will continue to be favorable because of the yen's high value.

The company said it expects double-digit growth in the total import market to continue into the first half of the 1987 calendar year, which could push imports to an annual volume of 70,000 units. Import sales of all cars in calendar 1986 are expected to exceed 60,000 units.

As additional factors in the projected sales rise, Yanase cited the narrowing price differential between imported cars and Japanese luxury cars and the Japanese government's simplification of import certification procedures.

By make, Yanase projects 20,000 sales for Volkswagen (up 31.4 percent over the total for the previous fiscal year), 10,000 Audis (up 46.2 percent), 10,000 Mercedes-Benz models (up 18.6 percent) and 2,000 General Motors models (up 33.5 percent).

In addition, the company said it expects to sell 1,100 Isuzu Piazzas, an increase of 22.2 percent over last year, and 1,300 Nissan-built VW Santanas, up 15.4 percent.

According to Daimler-Benz, its first special models for the Japanese market will be lower-priced and luxury versions of the 190-E. They will be introduced in January. The base 190-E, with less standard equipment and fewer frills, will cost about $27,000 at an exchange rate of 160 yen to the dollar, compared with the standard 190-E at $30,000. The luxury model will be priced at $34,000.

Although virtually all Mercedes-Benz cars sold in Japan have been imported with left-hand-drive, the new models will be right-hand drive like Japanese cars.